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International Apron Company Cooks Up Easeful Pajama Line

Berkeley, California, September 1, 2011- Jessie Steele, Inc., renowned designers in kitchen and salon apparel, launch their first woman's pajama line, focusing on feminine curves and comfort. The fall line features popular prints such as Cherry Cupcake, worn by Charlotte and daughter Lily, in the infamous baking scene from *Sex and the City 2*.

Jessie Steele, INC., founded by mother daughter duo Helena and Claire Steele, continues to set trends and be inspiring to women who focus on tradition by bringing happiness into their homes. Combining this concept with "put-your-feet-up, self-indulgence," Jessie Steele pajamas were created. With thorough fit testing and fabric research, the goal of quality and comfort was achieved.

Each pajama is packaged with a matching headband and a "to/from" hang tag, perfect for the gift giving season. The pajamas come in sizes S-XL and in an assortment of best-selling prints such as Cottage Rose Lace, Polka Dot, French Poodle and Cherry Cupcakes. Customers can choose from a two-piece boyfriend pajama set, complete with wide-leg, elastic and drawstring pant, or a boyfriend nightshirt with a feminine cut and a signature "Jessie Steele" ruffled hem.

Jessie Steele, INC. has established and remains the market leader of fashionable aprons, sold in over 10,000 locations and over 30 countries, including retailers such as Williams Sonoma, Bed Bath and Beyond, and Neiman Marcus. Jessie Steele, Inc. is proud to be a part of countless happy homes.

For more information regarding Jessie Steele Pajamas, Jessie Steele Living, or Jessie Steele Salon, please contact: molly@jessiesteele.com or visit www.jessiesteele.com